

New 2012 Survey Says Nearly 7 out of 10 Homeowners Think Taping Windows Helps in Hurricanes

#1 Hurricane Protection Myth:

Placing masking tape, duct tape and/or window film on windows or glass doors will increase personal safety by reducing shatter and makes clean-up easier when hurricane force winds and debris cause damage. After all, using tape as a prevention measure is better than doing nothing at all.

#1 Hurricane Protection Reality:

Placing masking tape, duct tape and/or window film on windows or glass doors often heightens dangerous conditions because it can create larger and deadlier shards of glass with little to no positive effect on clean-up. The reality is that using tape as hurricane protection is worse than doing nothing at all because it creates a false sense of security and wastes valuable preparation time.

A survey commissioned by the Federal Alliance for Safe Homes (FLASH®) and conducted online by Harris Interactive during January 25-27, 2012 found that **nearly seven out of 10 homeowners** still think that a home's windows should be taped in preparation for a hurricane.

When examined regionally, the survey found that homeowners more likely to confront a hurricane are relatively less likely to think windows should be taped when compared against homeowners in other parts of the US. The disconcerting fact remains, however, that more than **half** of homeowners in the South (**58%**) and Northeast (**63%**) believe taping is a good option for protection of people and property.

A Potentially Deadly Waste of Time

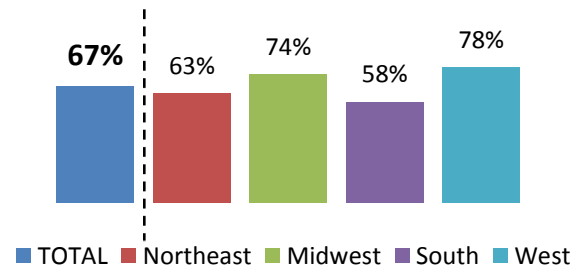
Tape and film used by well-intentioned homeowners to prevent glass from shattering can create larger, deadlier shards of glass thereby heightening dangerous conditions overall. Preparation time and dollars are much better spent on tested and proven products and techniques. Just last year, Hurricane Irene provided stark evidence that homeowners are still clinging to the practice as thousands of homes along the coast were taped.

Masking tape, duct tape, window film and specially marketed "hurricane tape" are insufficient and potentially dangerous substitutions for tested and approved hurricane shutters, impact-resistant windows or properly installed temporary, emergency plywood shutters.

Learn the Facts about Tape

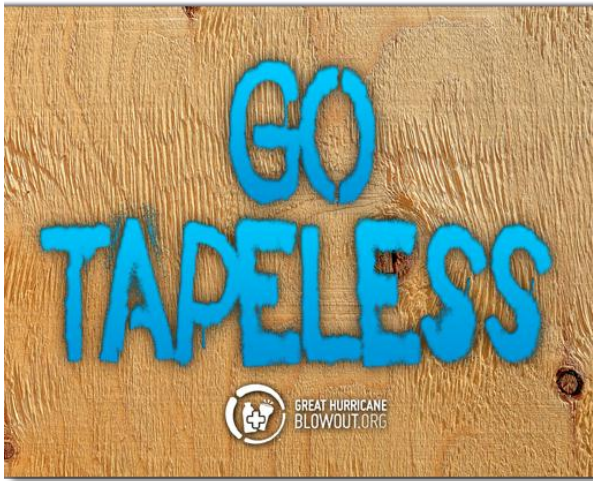
- **It cannot keep dangerous debris from coming into the home or prevent all glass from shattering.**
- **It can often give families a false sense of security. Even worse, tape can create larger shards of glass that can heighten danger.**
- **Applying tape wastes precious preparedness time and money that is better spent on tested and approved emergency or permanent hurricane protection.**
- **Tape creates a sticky mess for families to clean up after the storm.**

Percent Who Think Taping Helps in Hurricanes



FLASH Commissioned 2012 Harris Interactive Survey

Go Tapeless: A Model for Good Behavior



Ideal family and home protection follows when all windows and openings (entry doors, garage doors, gable end vents, etc.) are covered with tested and approved impact-resistant coverings or constructed of impact-resistant materials. Even installing plywood shutters can be a reliable temporary option in an emergency. But make no mistake -- taping is not adequate to provide hurricane protection.

This is why FLASH is continuing its effort to bust this myth and encouraging Americans to *Go Tapeless* this hurricane season. This new element of the *Great Hurricane Blowout* will educate families about the risks of taping up in advance of a storm and then provide the necessary resources to help them prepare.

Great Hurricane Blowout



GREAT HURRICANE
BLOWOUT.ORG

Go Tapeless is the kick-off call to action for year three of the *Great Hurricane Blowout*, a hurricane season preparedness campaign that uses social media and fun, family-centric activities to get families ready for hurricane season.

Families are encouraged to visit www.greathurricaneblowout.org to learn preparedness steps that will allow them to “breathe easy” knowing that they are ready for hurricane season, well before the first storm arrives. Steps include:

- **Ready, Set, Plan** (Focus: *Family Emergency Plan*)
- **Build a Kit, Bling a Kit** (Focus: *Family 3-Day Hurricane Kits*)
- **Protect Your Home in a FLASH** (Focus: *Home Mitigation*)
- **No Power, No Problem** (Focus: *Personal Safety During Power Outages*)
- **Dine in the Dark** (Focus: *Food and Fun During a Power Outage*)
- **AFFILIATED** (Focus: *Volunteer Training*)

The campaign uses the power of social media, fun, sweepstakes and high profile leadership and celebrity personalities to encourage families to get prepared before hurricanes strike. This season, families will have the chance to declare themselves tapeless, pledge to build a hurricane emergency kit for a neighbor in need and win an automatic, standby generator from Kohler Home Generators.

In addition to preparedness activities, families can visit the Blowout on Facebook (facebook.com/ghblowout) and Twitter ([@ghblowout](https://twitter.com/ghblowout)) for contests, prizes and news from the Blowout.

1 READY, SET, PLAN
Make sure your family is ready for the worst that hurricane season can bring
READY, SET, PLAN

2 BUILD A KIT, BLING A KIT
Design your family's emergency kit today!
START DESIGNING

3 PROTECT YOUR HOME IN A FLASH
GET STARTED

4 NO POWER, NO PROBLEM
Know what to do when the power goes out.
JOIN US

5 GET AFFILIATED, GET TRAINED
Become a volunteer today!
GET STARTED NOW

This survey was conducted online within the United States by Harris Interactive on behalf of FLASH during January 25-27, 2012 among 1,292 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Trenise Lyons at Trenise@flash.org.